

## LOISON TALKS ABOUT TASTE AT THE *CARTACARBONE* FESTIVAL

*Loison was one of the stars of the **Cartacarbone literary festival** that was held at **Palazzo dei Trecento** in Treviso on **October 16**. The event featured the presentation of the book titled **Con le vostre chiavi. Storie di imprese significanti** (Kellermann, 2016).*

*A publication based on the university project **Istorie - Racconti d'impresa**.*

### THE *ISTORIE* PROJECT

“**Istorie: racconti d'impresa**” is an interdisciplinary university project promoted by the Departments of Business Management and Humanities of the **Ca' Foscari** University of Venice and is supported by **Friuladria**. The aim of the project is to teach students a new way of telling about a business, going beyond traditional storytelling. The project outcome was a set of **short stories**, collected into a book titled ‘*Con le vostre chiavi*’ (With your own keys), edited by Prof. Alessandro Cinquegrani, and a number of **scripts** that embodied the corporate values of the participating firms, including Dolciaria Loison.

### 1840

*1840* by Nicola Benetton (based on an idea by Nicola Benetton, Edoardo Gia and Lorenzo Guzzon), is a short story inspired by Loison Pasticceri. It tells the story of Alessandro, a creative young man who loved good food and had an unexpected heroic act. This piece features Loison's most important corporate values: the connection with the region, the desire to innovate and look for new flavors, the love of taste and sophistication, and the knowledge that, as Dario Loison has pointed out, even in one's own *small world*, one can aspire to achieve *great* results.

### LOISON AT THE *CARTACARBONE* FESTIVAL

On October 16 at Palazzo dei Trecento, Treviso, Loison sponsored the *Cartacarbone* literary festival. After the presentation of the book, of the short films and of the *1840* story, Loison offered everybody a rich taste of its premium cookie collections and also gave out sweet mementoes to commemorate the pleasant evening.

### Edoardo Gia

*The book "Con le vostre chiavi. Storie di imprese significanti" (With your own keys. Short stories on significant companies) is available at the **Loison Library**.*

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